CLAIMS

1 1. A method for storing Internet advertisements at a user computer, comprising

2 the acts of:

3   receiving plural Internet advertisements, at least one advertisement including

4 a tag; and

5   saving at least one advertisement at the user computer at least partially

6 based on the tag.

1 2. The method of Claim 1, wherein the tag is a Hypertext Markup Language

2 (HTML) tag.

1 3. The method of Claim 1, further comprising the act of:

2   displaying a button; and

3   in response to the button being toggled, displaying the saved advertisement.

1 4. The method of Claim 3, wherein plural advertisements are saved and the

2 method further comprises:

3   allowing the user scroll through the saved advertisements.

1 5. The method of Claim 4, wherein the saved advertisements include at least

2 one link to a website and the method further comprises:

3   recalling a saved advertisement, the saved advertisement having at least one

4   link to a website; and

5   accessing the website from the saved advertisement when the link is

6   toggled.

1   6.   The method of Claim 1, further comprising the acts of:

2   displaying a previous button;

3   displaying a next button; and

4   accessing saved advertisements when the previous button and next button

5   are toggled.

1   7.   A system for saving at least one Internet advertisement at a user computer

2   comprising:

3   at least one server;

4   at least one database connected to the server, the database storing plural

5   Internet advertisements, at least one advertisement including a tag; and

6   at least one user computer connected to the server via an Internet

7   connection, the server transmitting the Internet advertisements to the user

8   computer, the user computer including a program for saving at least one Internet

9   advertisement at least partially based on the tag.

1   8.   The system of Claim 7, wherein the program includes:

2   logic means for receiving plural Internet advertisements; and

3   logic means for saving at least one advertisement at the user computer.

1   9.   The system of Claim 7, wherein the tag is a Hypertext Markup Language

2   (HTML) tag.

1   10.   The system of Claim 8, wherein the program further comprises:

2   logic means for displaying a button; and

3   logic means for displaying the saved advertisement in response to the button

4   being toggled.

1   11.   The system of Claim 10, wherein plural advertisements are saved and the

2   program further comprises:

3   logic means for allowing the user scroll through the saved advertisements.

1   12.   The system of Claim 11, wherein the saved advertisements include at least

2   one link to a website and the program further comprises:

3   logic means for recalling a saved advertisement, the saved advertisement

4   having at least one link to a website; and

5   logic means for accessing the website from the saved advertisement when

6   the link is toggled.

1   13.   The system of Claim 8, wherein the program further comprises:

2   logic means for displaying a previous button;

3   logic means for displaying a next button; and

4   logic means for accessing saved advertisements when the previous button

5   and next button are toggled.

1   14.   A computer program device, comprising:

2   a computer readable means having logic means for storing at least one Internet

3   advertisement, comprising:

4   logic means for receiving plural Internet advertisements, at least one

5   advertisement including a tag; and

6   logic means for saving at least one advertisement at the user computer at

7   least partially based on the tag.

1   15.   The computer program device of Claim 14, wherein the tag is a Hypertext

2   Markup Language (HTML) tag.

1   16.   The computer program device of Claim 14, wherein the computer readable

2   means further comprises:

3   logic means for displaying a button; and

4   logic means for displaying the saved advertisement in response to the button

5   being toggled.

1   17.   The computer program device of Claim 16, wherein plural advertisements

2   are saved and the computer readable means further comprises:

3   logic means for allowing the user scroll through the saved advertisements.

1   18.   The computer program device of Claim 14, wherein the saved

2   advertisements include at least one link to a website and the computer readable

3   means further comprises:

4   logic means for receiving plural Internet advertisements, at least one

5   advertisement including a tag; and

6   logic means for saving at least one advertisement at the user computer at

7   least partially based on the tag.

1   19.   The computer program device of Claim 14, wherein the computer readable

2   means further comprises:

3   logic means for displaying a previous button;

4   logic means for displaying a next button; and

5   logic means for accessing saved advertisements when the previous button

6   and next button are toggled.

1   20.   A method for viewing Internet advertisements at a user computer,

2   comprising the acts of:

3   viewing at least a first banner advertisement;

4   viewing at least a second banner advertisement;

5   initiating a request to view an advertisement history;

6   viewing the first and second banner advertisements within the advertisement

7 history; and

8   utilizing the first and second banner advertisements to access respective web

9 sites corresponding thereto.

1   21.   The method of Claim 20, further comprising the act of:

2   toggling an advertisement history button; and

3   in response to the button being toggled, viewing the advertisement history.

1   22.   The method of Claim 21, wherein plural banner advertisements are saved

2 and the method further comprises:

3   scrolling through the saved banner advertisements.